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Southwest Airlines Optimizes Schedule and Adds Service to Select Markets

Carrier Uses New Optimization Model to Grow in Denver and Tweak Flight Schedule

DALLAS, June 26 /PRNewswire-FirstCall/ -- Bucking the current industry trend to reduce capacity and flights, Southwest Airlines announced today that the carrier will utilize a brand new optimization model to add service in select markets and tweak its schedule. Through the elimination of 31 existing roundtrip flights from its current flight schedule, Southwest has added 40 new roundtrip flights in key growth cities such as Denver and Ft.

Lauderdale/Hollywood. To view a complete chart of the schedule changes in each city, click here:

http://www.swamedia.com/about_swa/press/080626_flight_changes.pdf. To view a blog post from Schedule Development Lead Planner, Bill Owen, explaining the airline's optimization efforts, click here: <http://www.blogsouthwest.com/>. To book flights, click here:

<http://www.southwest.com/?src=PRPRPRNDENV000000080626>.

"We are trimming our flight schedule, frequently and continually, of unproductive flights, while we continue to grow in cities like Denver," Southwest Airlines CEO Gary Kelly said. "We have a much different story to tell today than our competitors. We are well prepared financially, we are the nation's Leading Low Fare Airline, we are still growing, and our People provide outstanding Customer Service. Best of all, we don't nickel and dime our Customers with added fees."

The Company will be accommodating this new service with two aircraft that it previously planned to retire, bringing this year's net aircraft growth to 15. The Company's 2008 year-over-year available seat mile (ASM) capacity growth is still expected to be in the four percent range.

Several markets will be gaining new nonstop service, including:

BEGINNING NOV. 2, 2008:

- Three new daily nonstop roundtrips between Denver and Orange County.
- Two new daily nonstop roundtrips between Denver and Tulsa.

- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Las Vegas.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Kansas City.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Albany.
- One new daily nonstop roundtrip between Ft. Myers and St. Louis.

To celebrate the new nonstop service, Southwest is offering a \$69 one-way advance purchase fare between Denver and Tulsa and a \$79 one-way advance purchase fare between Denver and Orange County. Southwest is offering an \$89 one-way advance

purchase fare between Ft. Lauderdale/Hollywood and Kansas City and Albany and a \$149 one-way advance purchase fare between Ft. Lauderdale/Hollywood and Las Vegas. The carrier will offer a \$69 one-way advance purchase fare between Ft. Myers and St. Louis. These 14-day advance purchase fares are available for purchase today at <http://southwest.com> for travel beginning on Nov. 2, 2008, through the end of the schedule, currently Jan. 9, 2009.

NEW SERVICE FARE RULES

Fares are available for purchase today through the end of the schedule, currently Jan. 9, 2009. Fares are for nonstop flights only and do not require an overnight stay. All tickets must be purchased 14-days in advance. When combining fares, all ticketing restrictions apply. Seats are limited. Fares may vary by day of travel and will not be available on some flights that operate during very busy travel times and holiday periods. Fares do not include a federal segment tax of \$3.50 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 one-way and U.S. government-imposed September 11th Security Fees of \$5.00 one-way. Fares are subject to change until ticketed. Tickets are nonrefundable but, if unused, may be applied toward the purchase of future travel on Southwest Airlines. Fares are valid on Southwest-operated published, scheduled service only and are not available through the Group Desk.

Southwest is the only U.S. airline to remain consistently profitable this decade, and enjoys an unprecedented string of 35 consecutive years of profitability. Southwest has among the lowest cost structures, a strong balance sheet, and the most comprehensive fuel hedge of any major U.S. airline. At Southwest Airlines, fees don't fly with us. You can check your first two bags for free, there are no change fees, no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary!

After 37 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from other airlines- offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers a very comfortable ride with all premium leather seats and plenty of legroom with a young all Boeing 737 fleet. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest even more convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 34,000 Employees systemwide.

<http://www.southwest.com>

SOURCE Southwest Airlines